

SNEHA VIDYASAGAR *she/her*

## Service Designer | Visual designer | Experience Designer

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As a passionate and skilled service designer I thrive in the realm of design research, strategy, prototyping & storytelling. With a solid foundation and 2+ years of experience in graphic design, UI/UX and a specialised background in service design from the Royal College of Art, I bring a proven multi disciplinary approach to my work to contribute my expertise to design & deliver exceptional outcomes.

### EDUCATION

#### **Masters in Service Design ( MA )**

*Royal College of Art*

Currently pursuing my MA in Service Design

#### **Bachelors in Design ( B.Des )**

*PES University, Bengaluru ( 2017- 2021)* Specialised in Communication Design CGPA:

8.74/10

### NOTABLE PROJECTS

#### **1. Re-designed board games for children with ADHD:**

- Conducted ethnographic research to gain insights into the needs and challenges of children with ADHD, informing the design process to enhance gameplay experiences, incorporating features that promote engagement, focus, and cognitive development through design.

#### **2. Deep Tech Acceleration Imperial Innovation Challenge**

- Engaged in interdisciplinary collaboration, combining design, business, science, and technology to design prototypes and develop strategies for early-stage technologies.
- Applied design research and strategic thinking to create user-centered solutions for market demands, particularly in the development of wearable products for addressing back pain.

#### **3. Entrepreneurial Journey module with Imperial Business School**

- Collaborated to create a comprehensive business proposal for a clean, affordable and reliable motorcycle ride hailing two-wheeler taxi service in London, OZO, incorporating design research and business insights with Imperial business and science student
- Played a pivotal role in designing the end-to-end service, conducting market research, analyzing user needs, and shaping the service accordingly.

#### **4. Speculative design workshop with EY Seren:**

- Leveraged speculative design methods to envision and design a future banking service, incorporating emerging trends and user-centric research to develop compelling service concepts

#### **5. Project to enhance the rehabilitation service for people on probation**

- Collaborated on enhancing the Finance, Benefit, and Debt department of Catch 22 service in collaboration with Ministry of Justice to attain the overall goal of reduce re-offending rates.
- Designed user-friendly tools, educational resources, and support systems to enhance financial literacy and empower probationers through co creation.

#### **6. Project to increase awareness about bathroom etiquette in the UK:**

- Conducted research to understand tourists attitudes and behaviours related to bathroom etiquette, employing nudging principles to promote responsible practices to address environmental and hygiene concerns, aiming to reduce sewage blockages and maintenance costs.

#### **7. Making mental health services more inclusive and accessible with MIND UK**

- A service design sprint in collaboration with MIND UK to understand how we could include more people in mental health treatment services.
- As a multidisciplinary team of anthropologists, researchers and designers we came up with a system to mobilise the day-to-day anchors to build communities that will help in addressing mental health conditions.

#### **8. Ongoing project for the empowerment and well-being of sex workers:**

- Engaged in a human-centered and collaborative approach, conducting in-depth research and user interviews to understand the unique needs of sex workers.
- An aim to establish secure and trusted platforms or networks that connect sex workers with service providers who are sensitive to their anonymity needs and can offer appropriate, non-judgmental support.

## WORK EXPERIENCE

**Graphic/ UI Designer** ( June 2021 to Aug 2022 )

**Curefit Healthcare Pvt Ltd**

- Collaborated with cross-functional teams to integrate user insights into design concepts, addressing key customer problems.
- Conducted design research, user interviews, and testing to understand user needs and pain points.
- Created wireframes, final designs, and prototypes for iterative improvements.
- Developed a strong brand presence by designing and setting up the brand store on Amazon, resulting in a visually compelling and seamless online shopping experience that garnered recognition as one of the best designed webpages.

**Communication Design & Project Management Intern** ( January 2021 to April 2021 )

**Ajira Global PR & Communications Agency**

- Designed collaterals and campaigns for cultural employee motivation programs and display materials for Philips Healthcare, communicating the company's value proposition and enhancing the work environment.
- Prepared visually appealing materials for project status reviews, showcasing strategic communication and design value.

**Graphic Design Intern** ( May 2020 to July 2020 ) Madras

**Global ( now Deloitte Digital)**

- Developed a strong reputation for excellence in graphic design during the internship, with my project being selected as the best out of over 30 projects for designing the brand book for an outdoor adventure sports brand.

**CO FOUNDER** ( Jan 2021- Aug 2022)

**The Pastel Project**

- Co-founded and played a pivotal role in establishing The Pastel Project, an innovative organization focused on delivering personalized art, products, and creative solutions through a service design approach.
- Led design and development of customer-centric service offerings across digital and physical channels.
- Applied service design principles to create a tailored and meaningful experience, connecting art, design, and personal expression.

## SKILLS

### Design & Research

Service Design, UI/UX, Graphic Design, Design Research, Design Strategy, Design Thinking, User Research, Digital and Physical Prototyping, Market Research, Systems Thinking, Workshop Facilitation, Advertising, Branding, Social Design

### Tools

**Figma, Adobe CC, Framer, Miro/Mural, Autodesk, MS Office**

### Additional courses

- Completed courses in UX fundamentals from Interaction Design Foundation
- Completed the Google Project Management course on Coursera

### Leadership

- Yoga teacher at the Royal College of Art yoga society
- Captain of the dance and sports teams at university

### Awards

- Secured second place in the 12 hour service design hackathon organised by MIND charity to make mental health treatments more inclusive
- Secured first place ( state level ) and fourth place ( internationally ) in yoga competitions

### Volunteering

- Graphic designer at CRY - Child Rights and You, conducted inclusive online classes for underprivileged children, fostering collaboration and communication skills.
- Volunteered at Nightingales Medical Trust, supporting the elderly through newspaper collection drives and planning activities for individuals with dementia.
- Actively engaged in environmental protection projects and community campaigns as a member of Corporate Social Responsibility (CSR) initiative